



*It's like a*  
**WHOLE OTHER COUNTRY**

# TEXAS TOURISM FY 2016 MARKETING PLAN

## Advertising

### OVERVIEW:

This award-winning advertising program is driven by the various themes: Texas. It's like a Whole Other Country, showcased in the domestic markets; and *Texas. De Todo Un Poco. Y Mas* – loosely translated: *Texas. A Little of Everything. And More* – in Spanish speaking Latin America markets. In other select markets the Texas patch logo is used without a tag line to promote international travel to Texas. Both the domestic and international advertising highlights the variety of travel and leisure experiences available in the Lone Star State. The campaign is designed to promote Texas as a premier travel destination through advertising in consumer and trade magazines, national cable television, radio, newspaper, out-of-home, online, the TravelTex.com website and mobile site.

The advertising program focuses primarily on a national campaign as it produces the greatest opportunity to reach all vacation travelers efficiently, while delivering the lowest cost per inquiry, highest awareness levels and largest return-on-investment. To influence shoulder season and winter travel to the state, OOH and other marketing initiatives are used in key markets. The top producing international markets are also targeted with an integrated advertising and marketing program in order to increase international travel to Texas.

### OBJECTIVES:

- Use innovative advertising creative with powerful images and "call to action" messages together with an effective media placement strategy, to measurably increase the advertising return on investment, consumer inquiries, engagement, time spent and/or consideration of Texas as a premier leisure vacation destination, advertising influenced travel to the state and advertising influenced spending in the state

- Measurably increase non-Texan vacation travel and overnight stays in hotels, motels, and other types of paid accommodations

- Engagement/awareness will be measured on engaged traffic to site, email signups, completed video views and app downloads

- Use advertising and marketing strategies, messages, images and media outlets that enhance the image of the State of Texas as a tourist destination, generate maximum consumer response that are at all times commensurate with the dignity of the State of Texas

